

# A Woman's Perspective

## From the Deputy Administrator

### U.S. Small Business Administration



February 2005

In this issue:

- Letter from Melanie Sabelhaus
- Celebrating Women in Business
- SBA Expo '05
- Business Matchmaking
- Connections & Directions

## ■ From Melanie

Dear Friends:

I am so thrilled to bring you the latest edition of "A Woman's Perspective". It is an exciting new year at the SBA, and I want you to take part in all of the activities and programs we have to offer.

This month, I would like to share with you the details of our upcoming SBA Expo '05! This special event, taking place in **Washington DC, April 26-28**, provides an exceptional opportunity to join forces with business leaders from around the country, network, and celebrate the tremendous contributions made by America's small businesses to our nation's economy.

Quite simply, you need to be there!! Come and learn about cutting-edge business practices, find out what's hot in business trends, learn about international trade, meet government officials and talk with decision-makers who help shape the economy. Read on for more details of the fabulous events that will take place at Expo!

As always, this is an interactive newsletter, I look forward to continuing to talk with you about issues that matter to women and small businesses - your issues are my issues. We are allies with a mutual cause...to empower entrepreneurs!!

With Warmest Regards,

Melanie Sabelhaus  
Deputy Administrator  
U.S. Small Business Administration

## ■ Celebrating Women in Business!

### **Women are the Economic Powerhouse of the 21<sup>st</sup> Century!**

And SBA's Expo '05 is holding a luncheon to recognize and celebrate the most powerful force in the economy today - women! The "Celebrating Women in Business" lunch's highlight will be the presentation of the "SBA Outstanding Women Entrepreneurs of the Year" Award to five successful entrepreneurs.

Last year's winners were a dynamic set of ladies. I'm sure those of you who were there can't forget the wonderful stories shared by those fabulous women!

**Pam Moore**, who used her creativity to develop a state of the art ice product to meet the needs of water-bottle users nationwide.

**Millie Hernandez**, who turned a life-long passion for air travel into ownership of her own airways!

**Christine Bierman**, who has made safety products and services into a \$10 million business. She launched her business by becoming the only St. Louis distributor of safety glasses made by a German firm.

**Mary Hamill**, who is president of a public relations firm which specializes in public involvement, marketing, and multimedia production for transportation, automotive, development and government clients.

**Mary Ann Elliot**, who has established an outstanding reputation for customer satisfaction in the areas of satellite and terrestrial telecommunication networks, integrated information technology solutions, and professional services.

This year's "**Celebrating Women in Business**" Luncheon will be held on **Thursday, April 28<sup>th</sup>, from 12:00pm - 2:00pm at the Hilton Washington**. Come celebrate this year's winners of the "SBA Outstanding Women of the Year" - they are sure to be as fabulous as last year's winners. I hope you can make it!!

## ■ SBA EXPO '05

The "Celebrating Women in Business" luncheon is just one piece of a dynamic three day event that brings together current and hopeful small business owners, corporations, trade associations, federal government, and community leaders to celebrate the common

vision for the development and growth of small businesses nationwide. Attendees will have the opportunity to participate in an array of events all designed to enhance opportunities for entrepreneurs through valuable networking possibilities, unique educational information, and unparalleled inspiration!

#### **Reasons to attend Expo '05:**

- Discover the successes of the outstanding women in business of the year, and other state and national small business winners;
- Participate in Business Matchmaking - a valuable initiative that facilitates one-on-one meetings between small businesses and government and corporate procurement representatives;
- Gain valuable tools to start, manage, and grow your business from experts at our business sessions; and
- Take part in countless opportunities to meet and network with key representatives from Fortune 500 companies, government agencies, trade associations, and other small businesses nationwide.

#### **■ Business Matchmaking**

Tuesday, April 26, 2005 - 10:00am - 12:00pm

Wednesday, April 27, 2005 - 8:30am - 11:30am

(Business Matchmaking pre-meeting 8am - 10am)

Business Matchmaking is a fabulous initiative created by the SBA and made possible by a public-private initiative through a cooperative agreement between the SBA and the HP Small Business Foundation.

The program works by matching small companies with government agencies and private sector corporations including Fortune 500 companies. The small business and the buyer then have a chance to meet one-on-one or via phone and negotiate a business deal for potential contracts.

Business Matchmaking streamlines this process, by helping you find the right buyer at the right time. To date, the program has created nearly 23,000 appointments for small business owners throughout the U.S.- resulting in more than \$26 million in new business for small businesses.

**Schedule of events:**

The 2005 Business Matchmaking one-on-one schedule includes events on the following dates in these cities:

March 23, 24– Nashville  
\*April 26– Washington, D.C.  
June 7, 8– Los Angeles  
Sept. 14– Milwaukee

Online Business Matchmaking, a new and innovative expansion announced earlier this year promises to greatly extend the reach of the current matchmaking program by enabling small business owners to participate in a virtual matchmaking process without having to travel to one of the above events. Online Business Matchmaking is scheduled start in 2005, initially as a pilot phase, on the following dates in these cities:

March 14– Phoenix  
March 28– Albuquerque  
April 4– Kansas City  
April 11–Tampa  
April 18– Denver

## ■ Connections & Directions

To learn more about Expo '05 and register, please go to:

<http://www.sba.gov/expo/>

For more information on Business Matchmaking see our website at:

[www.businessmatchmaking.com](http://www.businessmatchmaking.com)

To share your questions, ideas, success stories or tips, please contact Melanie at:

[Melanie.R.Sabelhaus@sba.gov](mailto:Melanie.R.Sabelhaus@sba.gov).